CINEMA & STAGE ADAPTATION PITCH

MAD ABOUT TV

A Dark Satirical Saga on Media Addiction, Domestic Alienation, and Reality

Based on the original script by Daniel Triunfo

EXECUTIVE OVERVIEW

Transforming an absurd domestic drama into an internationally resonant multi-format saga for film and live theater.

Core Premise & Narrative

Subverting Addiction Tropes

When a husband suspects his wife of drug abuse due to erratic behavior, she is sent to Narcotics Anonymous—only to reveal her true obsession: an uncontrollable, trance-like addiction to television content.

Domestic Alienation Satire

The screen replaces intimacy, parenting, and honest communication. Through sharp comedic dialogue, the narrative explores how broadcast media becomes an emotional surrogate in modern relationships.

Three-Act Saga Architecture

Act I: The Refuge

Establishing the domestic routine. The wife retreats into endless channels, while the husband mistakes her media trance for substance abuse.

Act II: The Intervention

The Narcotics Anonymous meeting. Her unexpected confession sparks applause from support members relieved she isn't on hard drugs.

Act III: The Ultimatum

Unplugging the television leads to marital fallout, sharp debates on misinformation, and hilarious divorce negotiations.

Character Profile: The Wife

Elena - The Screen Devotee

- Transformed by television screens into an unshakeable, hypnotic focus.
- Views broadcast programming as a legitimate form of emotional and sensual connection.
- Delivers quick-witted, unapologetic critiques of household stagnation.
- Represents the hyper-connected, media-saturated modern viewer.

Character Profile: The Husband

Marcos - The Bewildered Partner

- Constantly frustrated by his wife's complete emotional absence.
- Attempts rational interventions, sexology suggestions, and pulling the plug.
- Struggles with being less engaging to his wife than daytime talk shows.
- Acts as the audience's surrogate in an increasingly surreal domestic environment.

Scene Analysis: NA Group

Comedic Climax in Therapy

The support group sequence serves as the story's satirical pivot. Expecting a tale of illicit substances, the group instead hears about channel surfing and news marathons.

Their enthusiastic standing ovation highlights the absurdity of modern social norms, where digital overconsumption is celebrated as long as it avoids chemical dependency.

Key Production Metrics

10

Core English Scenes

Streamlined English Dialogue Adaptation

The original Spanish text has been meticulously restructured into 10 punchy, fast-paced English scenes optimized for dual adaptation in feature film scripts and stage black-box theater setups.

Stage Production Highlights

- **Multi-Screen Set Design:** Glowing vintage and modern television sets stacked around the stage create a compelling visual anchor.
- **Dynamic Lighting Transitions:** Flickering blue-frequency cathode rays dynamically alter the mood between dynamic scenes.
- **Immersive Soundscape:** Overlapping channel noise, news intros, and sitcom applause elevate the inner world of the protagonist.
- **Tight 90-Minute Runtime:** Designed as a high-energy two-act play with an intermission following the NA meeting scene.

Visual Motifs & Art Direction

The Cathode Glow

Symbolizing escape and hypnotic allure through stark lighting contrast.

Domestic Distance

Framing characters in isolation despite sharing the same living space.

Stage Integration

Integrating video art installation style visuals on live theater boards.

Adaptation Medium Comparison

Aspect	Feature Film Adaptation	Stage Play Adaptation
Primary Focus	Intimate close-ups & media satire	Physical comedy & set design
Visual Style	Cinematic glow & channel cuts	Multi-screen live projection design
Pacing	Rapid comedic escalation	Rhythmic two-act dramatic structure
Target Audience	Indie dark comedy & streaming platforms	Metropolitan theater & black-box venues

PROJECT INQUIRIES

Available for Co-Production, Stage Licensing, and Screenplay Optioning

Daniel Triunfo | digagraciasporeducacion@gmail.com

Image Sources

https://i.redd.it/i-was-watching-widows-bay-and-was-absolutely-mesmerized-by-v0-ey9aup8uoi6h1.jpg?width=1920&format=pjpg&auto=webp&s=e895c5f3cde56c4be6a5bd5956d40d3eb78148ed

Source: www.reddit.com

---

https://media.istockphoto.com/id/2229356714/photo/worried-young-couple-watching-television-in-the-living-room-and-hearing-bad-news.jpg?s=612×612&w=0&k=20&c=Wj0wHjiQfpRBJkdpJcnGkBIrArHd7rc9Gb1Ux3YKpwI=

Source: www.istockphoto.com

---

https://lookaside.fbsbx.com/lookaside/crawler/media/?media_id=1480790167410244

Source: www.facebook.com

---

https://elements-resized.envatousercontent.com/elements-video-cover-images/979567a0-ea96-47d8-95ed-578825f8f33d/video_preview/video_preview_0000.jpg?w=500&cf_fit=cover&q=85&format=auto&s=8f40c04fcfb76a04ff8fe56fb4305cee11faf295816593ab0e5b21485210fd35

Source: elements.envato.com

---

https://inreviewonline.com/wp-content/uploads/2024/05/TV-GLOW_04-300×170.jpg

Source: inreviewonline.com

---

https://thehanovertheatre.org/wp-content/uploads/2026/03/Sixties-Show-Revamp-2026_1920-x-1080-hero-image-video-card-FB-event-410×304.jpg

Source: thehanovertheatre.org